



## **Minutes of the Board of Directors Meeting**

**April 30, 2019**

**Wave Cycle Board Room 4:30 – 7:00**

**Called to order:** by Leigh Morrison

**Attendance:** Zach, Mark, Wade, Leigh, Paul, Gary Morse, Erik , Lenn

**Regrets:** Robin, Gary Caven , Courtney, Jason, Lindsey

**Approval of agenda** Wade, Second Gary Morse

**Approval of previous minutes,** Gary Morse, second Eric

**Treasurers Report:** Little to report currently with only one month into fiscal year.

- Insurance renewed for 2019/2020 with slightly higher premium over last year.

- Some expenses and revenues have come in for this years Multicultural Festival - \$1,600 in sponsorships confirmed, waiting for confirmation on \$8,000 more that has been applied for through government grants and other organizations.

**Façade Program:** Façade Committee met to approve applications on April 2<sup>nd</sup>

- 8 Façade Applications have been approved for 2019 totalling \$25,000
- Nearly all are first time applicants

**Events Committee:**

- Spring into Kentville event kicks off May 6th with 38 participating businesses.
- Up coming meeting with devour to discuss this year's event and begin budget process
- Ongoing work with Multicultural Festival
- Stressed need for funding

**Executive Director Report:**

- Met with K-Rock regrading new Acuity digital marketing program, testing with Spring into Kentville promotion
- Met with CBDC's Executive Director, discussed services of each organization and focus going forward, expressed interest to work together and exploring options to do so, one of CBDC's challenges is communication and letting people know about their services



- Attended Valley Social Network (Young Business leaders Committee AVCC) April 10<sup>th</sup>, event was held at Maritime Express and was very well attended, focused on networking and sharing business success stories in the Valley, 5 speakers told their stories (all of which were Kentville businesses) including: Brackish Biomechanical Bracing, Maritime Express Cider, The Grapevine, Halimac Axe Throwing, & Robinsons Cannabis.
- Continued work on strategic plan
- Planning another “Huddle” with the Acadia Entrepreneurship Centre

Motion to approve above reports: Eric Second Paul

## **Business arising from the minutes:**

### **Draft Strategic Plan – 2019**

- Discussion on draft 2019 Strategic Plan
- The board executive and committee chairs met on April 15<sup>th</sup> to have an in-depth discussion on KBC’s strategic plan, from that meeting a draft strategic plan was agreed on and brought forward to this board meeting
- Went over and discussed changes to this year’s plan, many goals and objectives have been modified, merged together, or removed.

Motion to Approve 2019 Strategic Plan with minor amendments, and present at KBC’s AGM: Paul, second Erik

### **Signage Bylaw Recommendation – Update**

- Mark, Wade, and Zach met with the Town’s planning department on April 12<sup>th</sup>
- During that meeting we discussed the bylaw recommendations brought to Council by KBC during the Quarterly Report at April CAC, and what KBC is looking for
- An in-depth look at each of the three recommendations was taken and discussed how each recommendation would affect signage overall in the Downtown
- Bev explained the ability to apply for a ‘variance’ which gives building/business owners the opportunity to apply for a variance for an aspect of a sign such as height and/or area when there is a ‘unique situation’

Action: The board agreed to continue discussions with the Town’s planning department to further relationship and continue looking at the process of applying for a variance to ensure it is adequate prior to continued push for amendments, and what exactly constitutes a ‘unique situation’.



## **New Items**

### **Optional Funding**

- Board discussed the shift in KBC's budget this year with \$25,000 cap on Façade Program along with the \$25,000 optional funding being shifted solely to events/special projects and what exactly these funds would be used for as deemed under KBC budget
- Discussed difficulty applying for funding on a per-case basis and agreed to ask for funding in one lump sum listing what events and projects the funds will be used for

Motion to move forward with requesting optional funding for 2019 events/special projects: Jason, second Mark

### **Human Resources**

Motion to approve decision made in the in-camera session at the March regular board meeting: Position title change of BDO to Executive Director, and increase of salary to \$42,000 annually with all other benefits, reimbursements and conditions of employment remaining the same.

Motion: Gary M, second Mark

Meeting adjourned 6:55pm